

## THE ADVERTISING ARENA

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### EDITING COPY.

WITH big city papers it would not be surprising if an "editor of advertising matter" were ultimately appointed. The chief of the advertising staff is supposed to do this work now, but there are a great many points which are apt to be overlooked. There is, for instance, the insertion of libelous matter in advertisements, which is a very serious affair, as the publisher is just as liable for objectionable matter in the advertising columns as in the reading columns. Then, some advertisements may be objectionable without being libelous and where the business over the counter is very heavy this has to be checked with a good deal of care. Then, in the matter of reading notices the city editor usually controls the wording of these. But they are not always well done and might easily be improved upon. Some reading notices are as good news as any in the paper, but, being clumsily expressed, they look like what they are—a free ad. Then, the theatres and amusements get a great deal of free reading matter and it is doubtful whether there is sufficient check kept of the proportion between their display ads and the reading notice. I think an editor of advertising a necessary feature in most newspaper offices in the large cities. The work now is done very perfunctorily.

### CHURCH NOTICES.

One city paper in Canada, and perhaps more, only notices those churches which advertise with them. They find this works well. They rope in a lot of small contracts regarding Sunday services and are not asked to give very much reading matter with them. This is an interesting experience because churches usually are the greatest dead-heads in the community, as far as the press are concerned. But church news is good news, and it is not always possible to get a yearly contract for church services out of many religious organizations.

### MR. GLEDHILL'S BERTH.

Mr. Edward Gledhill, has been appointed advertising representative of The Montreal Herald, in Toronto. Mr. Gledhill has had a long experience, having been one of the most successful city canvassers, then advertising manager of the old Empire for several years, and has latterly been traveling representative of The Mail and Empire. Anything he does not know concerning the Western Canadian advertising field is not worth knowing, and he ought to be able to rake in business for The Herald.

### AUSTRALIAN BUSINESS.

Mr. Alfred Lawrence, proprietor of The Australian Brewers' Journal and Wine Trade Review, spent a day in Toronto recently on his way to England. Mr. Lawrence, in a conversation I had with him on advertising matters,

said that advertising rates were good in Australia, and that trade journals like his had no reason to complain of the patronage they got. He pointed to two words in bold type on the front-page cover of his paper, advertising a certain brand of mineral water, and said that the rate for 12 insertions was £100. He said that from the few inquiries he made he judged the Australian papers kept up subscription rates better than the Canadian papers. Certainly this was true as regards trade papers.

### LOCALITY IN ADVERTISING.

Reading the advertising columns of newspapers from all parts of the United States, one is struck with the difference in the style of advertising in different sections of the country. In one sense newspaper advertising is cosmopolitan; everyone uses it, but influenced by local conditions, the merchant in each section of the country follows a style of his own. The ads. of the big department stores in all parts of the country show a greater similarity than those of the smaller advertisers, probably because their advertising deals largely with price inducements.

Often the advertising in some particular paper in a city will be more attractive and better, not only in quantity, but in quality than in other papers. Though the east is supposed to lead the way in advertising and though most of the advertising papers are published in that part of the country, the breezy west can give some of the eastern advertisers points on style and display. Spokane, Wash., merchants have learned the secret of good advertising. The ads. in the Spokane papers are catchy and attractive and are not limited to a few progressive merchants; advertising in Spokane seems to be general. Los Angeles, Cal., advertisers know their business pretty well.

Detroit, Mich., is one of the best advertising points in the country, but, while the western advertisers show a tendency to confine themselves to catchy ads. and only moderate sized space, in the northwest and as one travels further east, the smaller spaces give place to large display and the advertiser enters into detail of prices and description of stock that his western brother seldom indulges in. The page ads. of Wanamaker's in The Philadelphia Record are undoubtedly the best advertising matter appearing in the columns of any paper in the United States. Perhaps the paper carrying the best advertising, as a whole, outside of some of the large city dailies, is The Kenton, Ohio, News-Republican; but the advertising matter of this paper is prepared by one man, a bright and up-to-date ad.-writer, and does not represent different individualities as do some others.

Of course, New York, drawing into the busy whirl of her cosmopolitan citizenship, the best and brainiest men of every trade, draws many of the leading lights in advertising